



LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.  
ADVERTISING

PRINT PRODUCTION ESTIMATE

DATE: 10/12/92

CLIENT: PHILIP MORRIS INC  
L B JOB #: M30112  
AD #:   
SIZE/COLOR:  
MEDIA/DATE:  
DESCRIPTION: JAN '93 MEGA OUTLET  
PROMOTION 83G1F CARTON  
PRODUCT: 32 CAMBRIDGE FF

CLIENT ID#: CFF2018-92/POS  
FISCAL YEAR: 92  
START DATE: 10/12/92  
REV #: 00  
REV DATE:  
PREV REV DATE:  
SERVICER: KROHMER

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
DYES/PRINTS		1,000.00
ILLUSTRATION		3,500.00
RETOUCHING		2,500.00
REPRODUCTION FEES		1,000.00
PHOTOGRAPHY		5,500.00
TOTAL VISUALS		13,500.00
TYPOGRAPHY/LETTERING		7,000.00
KEYLINE		20,000.00
PHOTOSTATS		4,500.00
TOTAL STUDIO		31,500.00
PRINTING MATERIAL		
OTHER (SEE NOTES)		
COMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS		45,000.00
AGENCY COMMISSION		6,750.00
OTHER NON-COMM (SEE NOTES)		100.00
SHIPPING AND OTHER NET COSTS		300.00
TOTAL GROSS COSTS		52,150.00

NOTES:

ESTIMATE BASED ON SELL SHEET, U-BAND CARRIER W/4 CARTONS, DISPLAY BANNER,  
LARGE POSTER, 200-CT. HEADER, LARGE SHELF TALKER.

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*Muller* 10/12/92